



ORDER

Flight Dates 10/30/12-11/06/12

Contract / Revision 315992 / Congressional Leadership Fund

Original Date / Revision 10/25/12 10/25/12 Agency Com 15%

Billing Contact
Advertiser Congressional Leadership F
815 Slaters Lane
Alexandria, VA 22314

Agency American Media and Advoc

Buying Contact
815 Slaters Lane
Alexandria, VA 22314
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:13:00
Estimate # 3500
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |
| Tanya Winscott | % | | |

Order Share 9% Market Value 528888

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| KASW | 2% | 10577 |
| KDRX | % | 0 |
| KPHO | 21% | 111066 |
| KPNX | 20% | 105777 |
| KPPX | % | 0 |
| KSAZ | 37% | 195688 |
| KTVK | 7% | 37022 |
| KTVW | % | 0 |
| KUSK | % | 0 |
| KUTP | 4% | 21155 |
| UNKWN | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| November 2012 | 26 | \$40,460.00 | \$47,600.00 | 0.00 | 10/29/12 | 11/06/12 | 26 | \$40,460.00 | \$47,600.00 |
| Totals | 26 | \$40,460.00 | \$47,600.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|----------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | KNXV | 10/30/12 | 11/02/12 | M-F 5-6am M-F 5-6am | CM | 5am-6am | - TWTF - - | :30 | 4 | \$300.00 | P-2 | 0.00 NM | 4 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF - - | | | 4 | | \$300.00 | | 0.00 | | | |
| N 2 | KNXV | 11/05/12 | 11/06/12 | M-F 5-6am M-F 5-6am | CM | 5am-6am | MT - - - - - | :30 | 2 | \$300.00 | P-2 | 0.00 NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT - - - - - | | | 2 | | \$300.00 | | 0.00 | | | |
| N 3 | KNXV | 10/30/12 | 11/02/12 | | CM | 430-5am | - TWTF - - | :30 | 4 | \$50.00 | P-3 | 0.00 NM | 4 | \$200.00 |



KNXV

Print Date: 10/25/12

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Contract / Revision **315992** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:13:00

Advertiser **Congressional Leadership** Product **Congressional Leadership** Estimate # **3500**

| | | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|----------------------|-------|-------------------|----------|-----|-------------|-------------|---------------|------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| | | | | M-F 430-5am | | | | | | | | | | | |
| | | | | M-F 430am News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF - - | | 4 | | | \$50.00 | | 0.00 | | | | |
| N 4 | KNXV | 11/05/12 | 11/06/12 | M-F 430-5am | CM | 430-5am | MT----- | :30 | 2 | \$50.00 | P-3 | 0.00 | NM | 2 | \$100.00 |
| | | | | M-F 430am News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$50.00 | | 0.00 | | | | |
| N 5 | KNXV | 10/30/12 | 10/30/12 | Tuesday Prime C | CM | 9pm-10pm | - T----- | :30 | 1 | \$5,000.00 | P-2 | 0.00 | NM | 1 | \$5,000.00 |
| | | | | Tuesday Prime C | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | - T----- | | 1 | | | \$5,000.00 | | 0.00 | | | | |
| N 6 | KNXV | 10/31/12 | 10/31/12 | Wednesday Prime A | CM | 7pm-8pm | -- W---- | :30 | 1 | \$4,500.00 | P-3 | 0.00 | NM | 1 | \$4,500.00 |
| | | | | Wednesday Prime A | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -- W---- | | 1 | | | \$4,500.00 | | 0.00 | | | | |
| N 7 | KNXV | 10/31/12 | 10/31/12 | Wednesday Prime C | CM | 9pm-10pm | -- W---- | :30 | 1 | \$7,500.00 | P-2 | 0.00 | NM | 1 | \$7,500.00 |
| | | | | Wednesday Prime C | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -- W---- | | 1 | | | \$7,500.00 | | 0.00 | | | | |
| N 8 | KNXV | 11/02/12 | 11/02/12 | ABC Friday Prime | CM | 7pm-10pm | ---- F-- | :30 | 1 | \$4,000.00 | P-2 | 0.00 | NM | 1 | \$4,000.00 |
| | | | | Friday Prime | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | ---- F-- | | 1 | | | \$4,000.00 | | 0.00 | | | | |
| N 9 | KNXV | 11/01/12 | 11/01/12 | Country Music Awards | CM | 7-10pm | --- T--- | :30 | 1 | \$10,000.00 | P-2 | 0.00 | NM | 1 | \$10,000.00 |
| | | | | Country Music Awards | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | --- T--- | | 1 | | | \$10,000.00 | | 0.00 | | | | |
| N 10 | KNXV | 10/30/12 | 11/02/12 | M-F 10-1035pm | CM | 10pm-1035pm | - TWTF-- | :30 | 2 | \$3,500.00 | FX | 0.00 | NM | 2 | \$7,000.00 |
| | | | | 10pm News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF-- | | 2 | | | \$3,500.00 | | 0.00 | | | | |
| N 11 | KNXV | 11/05/12 | 11/05/12 | M-F 10-1035pm | CM | 10pm-1035pm | M----- | :30 | 1 | \$3,500.00 | FX | 0.00 | NM | 1 | \$3,500.00 |
| | | | | 10pm News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | 1 | | | \$3,500.00 | | 0.00 | | | | |
| N 12 | KNXV | 11/04/12 | 11/04/12 | SU 10-1035pm | CM | 10pm-1035pm | -----S | :30 | 1 | \$3,500.00 | FX | 0.00 | NM | 1 | \$3,500.00 |
| | | | | 10pm News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | 1 | | | \$3,500.00 | | 0.00 | | | | |
| N 13 | KNXV | 10/30/12 | 11/02/12 | M-F 1206am-110am | CM | 1206am-106am | - TWTF-- | :30 | 4 | \$100.00 | P-2 | 0.00 | NM | 4 | \$400.00 |
| | | | | Katie - Repeat | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF-- | | 4 | | | \$100.00 | | 0.00 | | | | |
| N 14 | KNXV | 11/05/12 | 11/05/12 | M-F 1206am-110am | CM | 1206am-106am | M----- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| | | | | Katie - Repeat | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | 1 | | | \$100.00 | | 0.00 | | | | |

*Tax 1 Note: Tax 0.5%.

Totals 26 \$47,600.00